



**RESPONSE UNDER 37 C.F.R. § 1.116
EXPEDITED PROCEDURE REQUESTED
EXAMINING GROUP 3628**

PATENT

Customer No. 25,537
Docket No. 99-836 RCE1

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

James Howard DREW et al.

Application No.: 09/593,118

Filed: June 13, 2000

For: A METHOD FOR EVALUATING
CUSTOMER VALUE TO GUIDE
LOYALTY AND RETENTION
PROGRAMS

)
)
) Group Art Unit: 3628
)
) Examiner: Robinson Boyce, Akiba K
)
) Confirmation No. 5555
)
)
)

Mailstop AF

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

G.L.
OK to enter
10/1/07

AMENDMENT UNDER 37 C.F.R. § 1.116

In reply to the final Office Action mailed February 6, 2007, with a period for response extending through May 6, 2007, Applicants propose to amend the application as follows:

Amendments to the Claims are reflected in the listing of claims beginning on page 2 of this paper.

Remarks begin on page 22 of this paper.



**RESPONSE UNDER 37 C.F.R. § 1.116
EXPEDITED PROCEDURE REQUESTED
EXAMINING GROUP 3628**

PATENT
Customer No. 25,537
Docket No. 99-836 RCE1

AF
JFW

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:)
)
James Howard DREW et al.) Group Art Unit: 3628
)
Application No.: 09/593,118) Examiner: Robinson Boyce, Akiba K
)
Filed: June 13, 2000) Confirmation No. 5555
)
For: A METHOD FOR EVALUATING)
CUSTOMER VALUE TO GUIDE)
LOYALTY AND RETENTION)
PROGRAMS)

Mailstop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

OK to enter 10/1/07

AMENDMENT UNDER 37 C.F.R. § 1.116

In reply to the final Office Action mailed June 7, 2007, with a period for response extending through September 7, 2007, Applicants propose to amend the application as follows:

Amendments to the Claims are reflected in the listing of claims beginning on page 2 of this paper.

Remarks begin on page 23 of this paper.